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## **MEDIA ADVISORY FOR NOV. 13**

### **FIRST NIGHT 2010 BUTTON UNVEILED FRIDAY, NOV. 13, 10 a.m.**

(BOSTON – Nov. 10, 2009) The 34<sup>th</sup> edition of North America's oldest and largest New Year's Eve celebration takes place on Dec. 31, 2009. The button for First Night Boston 2010 will be unveiled on Friday, Nov. 13, 2009 at 10 a.m. in the lobby of The Boston Park Plaza Hotel & Towers, the official hotel of First Night Boston.

On hand for the button unveiling will be First Night Executive Director Geri Guardino and button artist Ekua Holmes, of Roxbury, Mass. The program will last about 20 minutes, and will include the presentation, as well as a short speaking program.

Ekua Holmes is a painter and collage artist who uses vibrant color and skillful composition to infuse her work with energy. Her layered, abstract creations convey a sense of unity and evoke memories that are both personal and universal. An active member of Boston's art community for over 30 years, her body of work includes paintings, drawings and mixed media collage, which has become her signature medium. She is a native of Roxbury, and a graduate of the Massachusetts College of Art and Design. You can see some of her work at [www.ekuaholmes.com](http://www.ekuaholmes.com).

In addition to being the ticket for admission to performances and exhibits throughout Boston on Dec. 31, the First Night button with Holmes's image is featured in all First Night collateral materials, such as print ads, posters, billboards, and MBTA car cards. For more than 10 years, Boston's WBZ-TV has been First Night's exclusive television sponsor and as such, features the button in promotional announcements. First Night sponsors that providing free advertising include *Metro Boston*, *The Boston Parents' Paper*, *The Epoch Times*, MBTA, Clear Channel Outdoor and Wall USA. All will carry ads that include images of the button with Holmes's work. Radio sponsors include WFNX 101.7, WGBH 89.7 and The River.

Highlights of this year's First Night include performances by the Commonwealth Shakespeare Company, Anat Cohen (WGBH 89.7's live national radio broadcast "Toast of the Nation," produced in partnership with Berklee college of Music), Kaiju Big Battel, New England Anime, Buffalo Tom, The Neats, and Ellis Paul, plus the FedEx Family Festival, *Metro Boston* Grand Procession, ice sculptures, fireworks and more. A complete program can be found at [www.firstnight.org](http://www.firstnight.org) on Nov. 13.

This will be the 34th First Night Boston. Founded in 1976, First Night was started by artists who sought an alternative to traditional New Year's Eve revelry. The celebration has grown from a small arts event centered on the Boston Common to an arts organization that showcases work by local, national and international artists. First Night has gone from attracting about 25,000 people to drawing crowds over one million, and generating an estimated \$47 million dollars in revenue for business in the City of Boston. The concept that originated in Boston 34 years ago has served as a model for more than 200 similar celebrations worldwide.

All First Night outdoor events are free, though supported by sales of the First Night button, which is the ticket for admission to all indoor events. Buttons are \$18 (children under 4 admitted free) and will be available beginning Nov. 27 at Boston-area Shaw's and Star Markets, Tedeschi's, Store 24, Au Bon Pain and dozens of other locations. For a complete list of advance sale locations or to buy buttons online, visit [www.firstnight.org](http://www.firstnight.org). Buttons are available at a special web price of \$15 at [www.firstnight.org](http://www.firstnight.org) through Dec. 26. Information about the 200 performances and exhibits at First Night Boston 2010 will be announced in the coming weeks. For more information, visit [www.firstnight.org](http://www.firstnight.org).

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First Night, Inc. is a private, 501©3 non-profit organization. It is supported by public and private contributions, sponsorships, and through the admission sales of the First Night button. First Night Boston is grateful for the support of its major contributors: The City of Boston, Thomas M. Menino, Mayor; WBZ-TV; *Metro Boston*; The Massachusetts Convention Center Authority; FedEx, Frank Ward of Cape Dairy; The Boston Foundation; The Linde Family Foundation; Jane's Trust; Greater Boston Convention and Visitors Bureau; an Anonymous Foundation; Massachusetts Cultural Council; Fleetwing Foundation; MBTA; WGBH Radio; Boston 4 Productions; The Mugar Foundation, Deborah Munroe Noonan Memorial Fund, Bank of America, Trustee; Clear Channel Outdoor and Wall USA.